

CRAZY FOR  
NANO REEF  
TANKS

40

SELLING  
UPSCALE  
PET APPAREL

46

NEW TRENDS  
IN FERRET  
FOODS

64

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# pet age

SHELFLife

## TOP Shelf

INNOVATIVE > CREATIVE > HEALTHFUL > CONVENIENT

### TELL BELL

The Tell Bell allows dogs to “tell” owners when they need to go outside—a specialized form of communication that makes housetraining easier and more successful. The bell can be placed in an out-of-the-way spot by doors, where dogs will ring it only when they need to go potty. Each package includes two bells, a step-by-step training DVD and a manual.

**Tell Bell (Alpharetta, Ga.)**  
877-DOG-TELL  
[www.tellbell.com](http://www.tellbell.com)

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